

Carolina Tech Times

**"Insider Tips To Make Your Business Run Faster,
Easier, And More Profitably"**



MANAGED IT
Solutions

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♦ TWENTY SIXTEEN

Malware Minute

Businesses are attacked every day from multiple directions. There are ways to prevent this from happening to you. Here are a few simple tips that could help save you and your business:

1. Install a firewall. Your business is never too small for an attack.
2. Change your passwords regularly. This should be done at least every 30-60 days. Make this a requirement for employees at your work place.
3. Having a backup plan is key. Do you have an alternate location besides your server room?

Give us a call at (919) 848-3259 to discuss how to put any of these into place.

Go Mobile - Without Killing Your Data



What if you could tap into the top talent in your industry, no matter where in the world they are? With the power of the mobile web, your all-star team is now – literally – at your fingertips.

Consider this: 83% of workers report that they prefer using cloud apps over those deployed on-premise. Millennials, who will make up almost 50% of the available workforce by 2020, are “digital natives.” And don’t forget how much money remote workers allow you to save on real estate and office equipment.

Yet there are risks. Spreading your network around the world on a variety of devices you don’t control can expose your data in more ways than ever before. The key is to find the right balance between protection and productivity. Here, then, are five ways to effectively “mobilize” your workforce – *without*

endangering your data:

Collaborate In The Cloud – A plethora of online collaboration tools have sprung up that make it easy for a geographically dispersed team to access and share the same files in real time. These tools not only make sharing easy and instantaneous, they help your team communicate quickly and effectively. Tools like Slack, HipChat, Asana, Podio and Trello – to mention just a few of the most popular options – are proving to make teams more productive. And that includes keeping critical data safe and secure.

Expand Elastically – In-house investments in IT hardware, software and staff can lock you into a rigid structure that can’t easily adapt to changes in demand. A cloud-based mobile workforce is able to contract and expand more easily as needs arise, and with very little loss of capital. Bottom line: use a VPN (virtual private network) and

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This monthly publication provided courtesy of Rob Downs, President of Managed IT Solutions.

Our Mission: To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

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cloud-based collaboration tools to remain agile, flexible and competitive.

Cut Costs

Dramatically –

Physical work areas, equipment, software and on-site security expenses can add up. Instead of spending money on office space, equipment and infrastructure, invest it in innovation and refinement. Combine the power of the cloud with a well-designed workflow to reduce the number of people needed to get things done. That will free up your key players to focus on more important tasks – the ones that boost productivity and ROI.

Deal With BYOD – Let's face it, BYOD (bring your own device) can be your greatest IT security threat. Yet, like it or not, workers will use their own devices on the job.

“Doing nothing simply makes you a sitting duck for a cyber-attack.”

Foisting strict controls without buy-in will just backfire. Yet doing nothing simply makes you a sitting duck for a cyber-attack. Solution?

First, audit how your employees use their devices. Note the data they access and the apps they rely on. Group them by the levels of security and compliance they need to be governed by. A CEO, for example, may need to abide by financial regulations. An HR manager must deal with employment laws. Armed with information from your audit, you can roll out new policies as well as technical and process controls. Train your team in safe practices. And be sure to contact us for help in getting all this done securely and effectively.

Go Remote Without Risk –

Whether you want to cut commuting time for your team, tap into the talents of experts outside your locale or simply accommodate a worker caring for family members,

mobilizing your workforce can have big benefits. The trick is defending it at all points. Make sure remote workers share files and communicate with other employees only via a secured network. Make sure they use adequate virus protection. And, if they are using WiFi, either at home or on the road, make sure they do it safely. For instance, ensure that their tablet isn't set to automatically connect to the default wireless network. That's often an easy access point for hackers.

Free Mobile Risk Assessment – Limited Time Only!

To help you manage a mobile workforce without endangering your data, we're giving away a Free Mobile Risk Assessment, **normally valued at over \$300**, to the first 10 companies who request it by October 15.. E-mail me at marketing@managedits.com or **call me directly at (919)848-3259** to set yours up today. It's your best bet for keeping ahead of the competition – while keeping your company's data safe and secure.

Help Us Out And We'll Give You A Brand-New iPod For Your Trouble



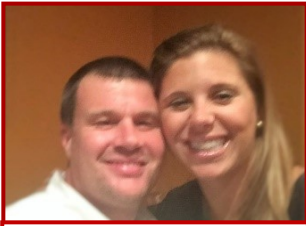
We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the months of September and October.

Simply refer any company with 10 or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral and have on-boarded them as a client, we'll rush YOU a free iPod Nano of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!). Simply call us at 919-848-3295 or e-mail us at marketing@managedits.com with your



CLARKINSURANCE
whenever you need us

CLIENT OF THE MONTH



Owners Matt & Jenny Clark

Chances are, when you walk into the Clark Insurance offices, four legs greet you in addition to the usual two. Ever the curious one, Weimaraner Boogie wags her welcome, while Katie, the older of the two is content to simply sit and let her tail do the thumping.

Locally-owned by Matt and Jenny Clark, the agency is 100% independent, representing multiple insurance companies rather than just one. Being independent gives them the advantage of shopping a client's coverage to find the lowest possible premiums for auto, homeowners', life and business insurances.

An NC State University alumnus with a Bachelor of Science in Business Management, Matt founded the company in 2005.

"Being a business owner is not for the faint of heart," he admits. "When I started, I knew very little so I surrounded myself with people who were much smarter than me in all areas. I had to try many new things and learned a lot of lessons that have brought me where I am today."

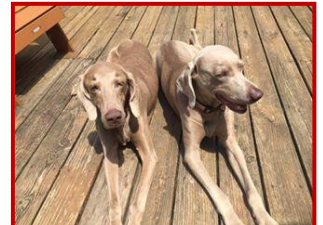
Matt is the Dave Ramsey endorsed local provider (ELP) of home and auto insurance for greater North Carolina. As an ELP, he's held to higher standards, backed by the Dave Ramsey team to ensure Matt's clients receive the best possible advice.

"The insurance industry is always changing, which makes for a fun environment," reveals Matt. "I get to educate people and make sure their families, and their most important assets are covered correctly in the event something happens."

The Clark Insurance team is more like family, enjoying their professional camaraderie while taking great pride in hard work and the fruits of their labor. Each month, team members get to spin a Wheel of Fortune to win different prizes based on their accomplishments.

Matt and his wife, Jenny love to travel and explore new horizons, and are expecting their first child in November.

Get to know the team more at www.goclarkinsurance.com.



Blame it on the Boogie & Katie

How To Back Up Your Smartphone

You regularly back up your computers (or at least you should), but do you do the same with your smartphone? Given the massive amounts of contact information, photos, videos and other data we all carry around on smartphones, it's critical to back them up or risk losing all that data forever. There are two basic ways to back up your phone: automatically to the cloud or manually to your computer.

TO THE CLOUD. Cloud backups are secured with your password-protected account. They can easily be configured to run automatically so you can "set it and forget it." Apple users can use iCloud to back up photos, contacts, calendars and other data. Turn on and configure iCloud Backup by going to Settings > iCloud. Android users can back up to Google servers in much the same way, using a Google account. Configure your preferences by going to Settings > Backup.

TO YOUR COMPUTER. Both Apple and Android users can also back up data directly to a computer manually. Generally, connecting the phone to the computer by cable is the quickest way to do this. Apple users can also use iTunes Wi-Fi Sync to wirelessly back up phone data to a computer. Remember, though, when backing up your smartphone to a computer, your data is only as safe as that computer. Be sure to back up the computer regularly as well.

Did You Know Managed IT Solutions Offers . . .



File Sync and Backup

Did you know Managed IT Solutions offers a File Sync and Backup solution? This is used primarily when you have the need for a simple way to share your files with colleagues or across your other devices. It also allows you to back up your files and folders. Palladium SYNC will give you secure access to data on all types of devices and can allow for safe uncompromised partnering of your data with others.

Our SYNC solution offers secure anytime-access, no matter where you are, to all your file server data. This solution works with devices such as PCs, tablets and smartphones. If you have a need for a quick and easy file sharing and backup solution, give us a call today to start new services.

Get THREE for FREE!

Sign up today with Palladium SYNC and receive your first THREE months for FREE. This offer is only available until the end of October, so call us to receive your 3 free months of Palladium SYNC File Sharing and Backup Solution.

Backup Files and Folders

Share Data Safely Across Devices

Share Data Safely With Associates

Get Secure Access To Your Files Anytime, Anywhere

Includes 20GB Of Storage Per Account

If you need extra storage, we offer packages with greater amounts available. Please call us for details.

After your first 3 free months of service you may choose to continue our Palladium SYNC solution for just \$10/month per account. Keep your files backed up and secure.

Call us today! (919) 848-3259

Shiny New Gadget Of The Month:



FitBark Keeps You And Your Dog Healthy

Do you know how well your dog slept last night? How much nutrition – or exercise – your dog really needs? Whether your pup is being well-cared for at doggy day care?

With FitBark you would know all this, and more, about your favorite canine pal.

Doggy health monitors are nothing new. But, according to hundreds of verified reviews on Amazon, Best Buy, App Store and Google Play, FitBark leads the pack.

FitBark attaches to your dog's collar and shares data with FitBark Explore, a dog health data bank that collaborates with over 20 leading universities and research institutions in North America and Europe to gain a better understanding of dog health.

You benefit from all this data by tapping into what FitBark calls truly unprecedented insights into canine health and data. All toward keeping Fido – and you – on the path to health and happiness.

\$59.95 at Fitbark.com.

The Future Is Yours

I just did a program for a large multinational manufacturing company that has been in business for over 70 years. My client's theme for the conference was ... *The Future Is Yours*. In preparing for the program, I decided to do some research on great quotes and statements that have to do with our future.

I ran across a statement made by the esteemed economist Dr. Lowell Catlett that really surprised me. He said they did a study in 1960 and again in 2010 involving over 7,000 economists that rated their accuracy for forecasting future economic trends; their accuracy rate was 47%. He elaborated on that statement, saying, "What I just told you is, you can flip a coin and beat 7,000 economists by 3%." He concluded his point by adding, "You can't predict the future, but you sure can prepare for it."

So I thought I would share with you some thoughts/quotes on "Achieving Success in Your Future." I think these quotes will help to give you a productive perspective on addressing your success in the future.

"The future is unknown, but a somewhat predictable unknown. To look to the future we must first look upon the past. That is where the seeds of the future were planted." – Albert Einstein

"Just because the past didn't turn out like you wanted it to ... doesn't mean your future can't be better than you imagined." – Anon

"I look to the future because that's where I'm going to spend the rest of my life." – George Burns

"The more you take responsibility for your past and present, the more you are able to create the future you seek." – Anon

"Your future is created by what you do today ... not tomorrow." – Anon

"The best way to predict the future is to create it." – Abraham Lincoln

If I had to pick my favorite quote of all of them, it would be the second one: "Just because the past didn't turn out like you wanted it to ... doesn't mean your future can't be better than you imagined."

I don't care where you are in life, how low you have gotten or how bad it has been ... tomorrow you can start fresh, creating a better future. All great achievement begins with deciding what you want and then dedicating yourself to achieving it. So, my perspective on having future success is learning from our past. If we would just pay close attention to our *past*, it would ...

Prepare us for the future.

Awaken us to wiser ways.

Strengthen us with new skills.

Teach us new lessons.

If you don't apply the lessons you have learned from your past ... you will never improve your future. There is no rule that says your past is your destiny. You possess the power to create a great future; we all do. Remember, your future success is dependent on your present efforts ... so do something today that you will be happy you did tomorrow.

Let your regrets fuel your future ... so your future will have fewer regrets.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

Are you addicted to your work?

To find out, rate yourself 1 to 5 on the following statements. Give yourself a 5 for "often" and 1 for "rarely": a) You think of how to free up more time to work. b) You spend more time working than initially intended. c) Your work helps you reduce feelings of guilt, anxiety, helplessness and depression. d) You get stressed when you can't work. e) You set aside hobbies, leisure pursuits and exercise in favor of work. If you averaged 4 to 5, then you may be at least mildly addicted to your work. Is that a bad thing? Not necessarily. While your well-being requires a certain amount of balance, having the drive, enthusiasm and energy to achieve impossible goals marks many of the most successful entrepreneurs.

-Forbes

We bet you've never even heard of these new technologies.

1) *Perovskite solar cells* promise to be

cheap, easy to install and efficient enough to power entire buildings, large or small. Made with a compound called perovskite, they reach new areas of the light spectrum, thus producing far more energy than current solar technology. 2) *Organs-on-chips* allow scientists to test how drugs impact the body - without putting humans or animals at risk. These micro-sized chips emulate how human organs work. By injecting the chips with drugs, scientists can observe responses such as heart palpitations to predict human responses to drugs and diseases. 3) *Super-smart nanosensors*, tiny enough to fit inside the body could, for example, alert a doctor if a patient starts to show signs of heart failure. -Inc.com

Did you know your iPhone could do this?

Respond to texts without unlocking the phone. When you get a notification, swipe left on the message and a blue "Reply" button appears. Just tap it and text away! Take a photo with the volume

button. For that ultimate, one-handed selfie, open the camera app and press the "+" button for volume on the side of your phone. Have Siri read your texts out loud. This is a great tool for when your hands aren't free or you're on the road. Press the volume button and hold it. When the beep sounds, tell Siri, "Read my texts." When done reading, she'll ask you what to do with the messages. You can have her reply or read them again. -Entrepreneur

You are just minutes away from creating a dazzling design - free.

With these 3 online tools you don't need to pay a pro or buy fancy software. 1) *Canva* templates make easy to create a business card, ebook or info-graphic. Just drag and drop objects until you like how it looks. Add images, tweak colors, swap fonts and voila - You've got a design you can be proud of. 2) Your brand's color palette helps get your message across and can even drive conversions. But getting just the right shade can be tough. Upload your photo to *Pictaculous* and get instant color recommendations and hex codes. 3) *PicMonkey* lets you easily edit, re-color, add borders and text - even insert graphics into your images. -HubSpot

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